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Effective on 12/08/2004.

Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

# FEE TRANSMITTAL For FY 2005

Applicant claims small entity status. See 37 CFR 1.27

|                         |      |       |
|-------------------------|------|-------|
| TOTAL AMOUNT OF PAYMENT | (\$) | 50.00 |
|-------------------------|------|-------|

| Complete if Known    |                           |
|----------------------|---------------------------|
| Application Number   | 10/696,295                |
| Filing Date          | October 28, 2003          |
| First Named Inventor | Lawrence Morrisroe et al. |
| Examiner Name        | John Leonard Young        |
| Art Unit             | 3627                      |
| Attorney Docket No.  | 694231/0051               |

**METHOD OF PAYMENT** (check all that apply)

Check  Credit Card  Money Order  None  Other (please identify): \_\_\_\_\_

Deposit Account Deposit Account Number: 19-4709 Deposit Account Name: Stroock & Stroock & Lavan LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

Charge fee(s) indicated below  Charge fee(s) indicated below, except for the filing fee

Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17  Credit any overpayments

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**FEE CALCULATION****1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

| Application Type | FILING FEES  |          | SEARCH FEES  |          | EXAMINATION FEES |          | Fees Paid (\$) |
|------------------|--------------|----------|--------------|----------|------------------|----------|----------------|
|                  | Small Entity | Fee (\$) | Small Entity | Fee (\$) | Small Entity     | Fee (\$) |                |
| Utility          | 300          | 150      | 500          | 250      | 200              | 100      | _____          |
| Design           | 200          | 100      | 100          | 50       | 130              | 65       | _____          |
| Plant            | 200          | 100      | 300          | 150      | 160              | 80       | _____          |
| Reissue          | 300          | 150      | 500          | 250      | 600              | 300      | _____          |
| Provisional      | 200          | 100      | 0            | 0        | 0                | 0        | _____          |

**2. EXCESS CLAIM FEES****Fee Description**

Each claim over 20 or, for Reissues, each claim over 20 and more than in the original patent 50 25

Each independent claim over 3 or, for Reissues, each independent claim more than in the original patent 200 100

Multiple dependent claims 360 180

| Total Claims | Extra Claims          | Fee (\$)       | Fee Paid (\$)  | Small Entity | Fee (\$) | Fee (\$) |
|--------------|-----------------------|----------------|----------------|--------------|----------|----------|
| <u>29</u>    | - 20 or HP = <u>1</u> | x <u>50.00</u> | = <u>50.00</u> |              |          |          |

HP = highest number of total claims paid for, if greater than 20

| Indep. Claims     | Extra Claims | Fee (\$) | Fee Paid (\$) | Multiple Dependent Claims | Fee (\$) | Fee Paid (\$) |
|-------------------|--------------|----------|---------------|---------------------------|----------|---------------|
| - 3 or HP = _____ | x _____      | = _____  |               |                           |          |               |

HP = highest number of independent claims paid for, if greater than 3

**3. APPLICATION SIZE FEE**

If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

| Total Sheets  | Extra Sheets | Number of each additional 50 or fraction thereof | Fee (\$) | Fee Paid (\$) |
|---------------|--------------|--|----------|---------------|
| - 100 = _____ | / 50 = _____ | (round up to a whole number) x _____ = _____     |          |               |

**4. OTHER FEE(S)**

Non-English Specification, \$130 fee (no small entity discount)

Other: \_\_\_\_\_

SUBMITTED BY JAMES J. DECARLO, Reg. No. 36,120, for:

|                   |                         |                                      |        |           |                   |
|-------------------|-------------------------|--------------------------------------|--------|-----------|-------------------|
| Signature         | <u>James J. DeCarlo</u> | Registration No.<br>(Attorney/Agent) | 36,120 | Telephone | (212) 806-5400    |
| Name (Print/Type) | James J. DeCarlo, Esq.  |                                      |        | Date      | December 17, 2004 |

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

*IPW*

DEC 20 2004  
U.S. PATENT & TRADEMARK OFFICE  
694231/0051  
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OIE  
DEC 17 2004  
U.S. PATENT & TRADEMARK OFFICE

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: **Lawrence Morrisroe et al.** Group Art Unit: **3627**

Application No.: **10/696,295** Examiner: **John Leonard Young**

Filed: **October 28, 2003**

For: **METHOD AND SYSTEM FOR CREATING, SERVING AND TRACKING ADVERTISEMENT**

Date: **December 17, 2004**

**CERTIFICATE OF MAILING  
BY "EXPRESS MAIL" (37 C.F.R. § 1.10)**

**Mail Stop Amendment**  
Commissioner for Patents  
PO Box 1450  
Alexandria, Virginia 22313-1450

Sir:

I hereby certify that the following correspondence:  
**Petition for Extension of time (one month, in duplicate);**  
**Fee Transmittal for Amendment (1 pp.)**  
**Amendment (20 pps.)**  
**Return Postcard**

is being deposited on December 17, 2004 with the United States Postal Service  
for "Express Mail Post Office to Addressee" delivery under 37 C.F.R. § 1.10 in an  
envelope bearing sufficient postage and addressed to:

**Mail Stop Amendment  
Commissioner for Patents  
PO Box 1450  
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**Ian G. DiBernardo**

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